

Factors Affecting Guest Expectations towards Housekeeping Services: A Study of Five-Star Hotels of National Capital Region

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ABSTRACT

The guest visits to five-star hotels with great expectations. Various factors in Housekeeping department are there which influence the satisfaction level of the guest. This research paper deals with factors affecting guest expectations towards housekeeping. 39 variables of housekeeping service were sorted on the basis of literature review. Upon analysis eight sets were prepared consisting of four factors each. Both primary and secondary data was used.

Keywords: Guest expectations, Guest satisfaction, Repeat business, loyalty, Housekeeping services.

INTRODUCTION

The hospitality industry can be categorized further within the service industry. This included restaurants, lodging, theme park, event planning, cruise line and many more. The hospitality industry is a growing sector and mainly depends on disposable income and availability of the leisure time of the guest. With so many sectors involved, the hospitality researchers have narrowed the concept and now consider it as hotel sector only. The hotel can be defined as “a public establishment offering visitors against the payment for two basic services i.e. accommodation and catering”. Lots of changes have occurred in the hotel industry in the last few years. In earlier times hotels were called as “Dharamshalas” and “inns” and basic facility of food and lodging was offered. To meet the rapid changes in the environment and global competition, it has become important for the managers to hire the right and qualified candidate, so that they can utilize their capabilities and skills to achieve the organizational objectives and goals. As the external scenario is constantly changing in the hospitality industry, it has become mandatory for the employees to keep themselves in-sync with the external environment and updated. The business environment today is very uncertain. Organizations are under constant pressure to meet the global standards irrespective of the organizational structure and business strategies. It appears

that guests have slightly lower levels of satisfaction than their expectations across all four housekeeping services. The t-value of 11.634 and a significance level of 0 indicate that this difference is statistically significant. The standard deviations for all four housekeeping services are relatively high, indicating that there is a significant degree of variability in guests' expectations and satisfaction. This variability suggests that while some guests may be highly satisfied with the housekeeping services, others may be less satisfied and have higher expectations. Trade expansion and industrial revolution resulted in the increase in the number of travelers across- be it state or international borders. In that era, catering and room furnishing gained much attention. The emphasis was more on accommodation that has dining hall and more spacious assembly hall. Last decade of the 18th century was the time when the actual growth in the hotel industry began. That was the time when City Hotel in New York was established. A large number of hotels of various grade and types were built in a number of countries in order to meet the requirement of the visitors of different categories. The quality of services in hotels have increased over time. The hotel industry can be called as the “backbone” of the tourism industry.

OBJECTIVES

- To find out the factors affecting guest expectations regarding the housekeeping services.

LITERATURE REVIEW

Knutson (1988), stated that timely service, approach to the property, safety and security, employee friendliness and clean and comfortable room are considered to be key determinants for guest's satisfaction. Knuston (1988); Weaver & McCleary (1991); Weaver & Oh (1993), concluded that bed and bath linen with bed, quality of guestrooms along with cleanliness are stated as the most important factors responsible for guest satisfaction. Weaver & McCleary (1991); Weaver & Oh (1993) & Callan & Bowman (2000), had declared cleanliness as the prime factor for guest satisfaction in their studies. Weaver and Oh (1993), got similar outcomes when he conducted his studies to find about the factors that are responsible for guest satisfaction. He mentioned comfortable mattresses and pillows, safety and security facilities, well-maintained rooms, cleanliness, good quality towels, personal care facilities and furnishings to be important determinants of customer satisfaction. But according to him laundry and room amenities failed to have significant effect towards the satisfaction of guests. Not much of priority was given to laundry and linen room. Dick & Basu (1994) and Sivadas & Baker (2000), considered that

service quality as a pre-requisite to guest satisfaction. The guests today are particular and cannot forego decreasing standards of cleanliness, and opinions of the guests are valued and taken care of. Gundersen M. G., Heide M. & Olsson H. U.(1996), found that the comfort of the guestroom and amenities placed in the room (which are considered to be tangible aspects of the housekeeping department) are the major aspects which are completely responsible for guest satisfaction. The study was carried on the business travelers of Norway. Armstrong, Connimok & Go (1997), has claimed that service quality as the gap between guest expectation and guest perceptions. Grönroos (2000) in continuation to Fornell's (1991, 1992), worked on idea of adapting to changing times in order to provide guest satisfaction. He emphasised that since typical distinction is tougher to accomplish as the previous case use to be, competition in hotels exists on the foundation of services instead of products. Kandampully and Suhartanto (2000), said that hotel guests have recognized housekeeping services to be a more important factor for guest satisfaction as compared to hotel food and beverages, front office, and prices while they choose whether to recommend, return, or exhibit towards the loyalty of the guests. Kangis & Zhang (2000), through various researches conducted, observed a noteworthy and positive association guest perception of service quality and continuous recommendations to others. Choi and Chu (2001), carried out studies to determine the determinants which are responsible for the satisfaction of the guest hotel and repeat business in the hotel industry of Hong Kong. The study proposed that Hospitality dimension includes certain questions which was based on services given to the guests by the employees, more important their ability to meet the needs of the guests; and dimension of ambience refers to architectural décor, design, atmosphere, harmony, color and elegance. Ambience and Hospitality were considered to be two important factors of hotel guest satisfaction. Choi and Chu (2001), studied laundry as a great aspect while determining customer satisfaction. It is one of the most important services of the of the housekeeping services. Davidson, Manning, Brosnan and Timo (2001), investigated relationship between revenue per available room, perceived customer satisfaction and organizational climate in four- and five-star hotels of Australia; he proposed a positive relationship between customer satisfaction and organizational climate. This study further gained support from Gillespie, Denison, Haaland, Smerek and Neale (2008), where they linked customer satisfaction and work culture in the organization and established that “service climate” or “climate for service” contributes toward customer satisfaction. Attributes of the employees along with physical features and reliability were found to be the most contributing factor towards overall satisfaction

of the tourists. Rajendran & Aantharaman (2001), stated five crucial factors from perspective of guests towards service quality. These factors are:

1. Service product or core service.
2. Systematization of service delivery: non-human element.
3. Human element of service delivery.
4. Social responsibility.
5. Tangibles of service – service escapes.

Bellini (2002), stated that sometimes the expectations of the guests are not realistic and it is very difficult to evaluate for support services of the business post consumption. Satisfaction is subject to the expectations of the guest matching the service giver's insight to understand the practical expectations of the guests. Satisfaction of the guests also depends on the quality of discourse amongst provider and customer, especially during the moments of truth. Lockyer (2002), studied the various factors influencing the selection of accommodation by business guests, as believed by hotel managers and guests. Business guests rated three variables on the top. These variables are as follows; the quality of bathroom, bed comfort and measure of guestroom upkeep. According to the ratings of the accommodation management, politeness, mannerism, courtesy, assurance of employees, proficiency and enthusiasm of front desk employees is highly required. Furthermore, through research it was also found out that both the business guests and accommodation managers considered overall cleanliness of the hotel as the most influencing aspect of hotel selection. The study also claims that there is a difference in the thinking pattern of both management and guests. Mattila and 'O'Neil (2003), investigated the relationship among hotel's occupancy percentage, room price and guest satisfaction. He used data of last three years. He carried a survey from 3,875 actual guests about their satisfaction of housekeeping services at an upper-midscale hotel; he concluded price to be most significant aspect of overall satisfaction of the guests and identified three key components of guest-satisfaction. These components are attentiveness of staff, guest room cleanliness and maintenance. McKinney V., Yoon, K., & Zahedi F. M.(2002), define "customer expectation as customer's pre-event beliefs about a product". Namkung and Jang (2007), described through a structural equation modelling technique, the effect of overall food quality on the satisfaction of the customers and behavioral

intentions also revealed that satisfaction governs the relationship between customer behavioral intentions and food quality. Thus, managers should pay attention towards the attributes of food quality that elicit the satisfaction of the customers and enhance the repeat business. Noone, Kimes, Mattila and Wirtz (2007), found that when the pace of the 11-dining experience was perceived as being either unduly too fast or too slow, customer satisfaction diminished. OQ Williams and Uysal (2004), has written in *Journal of Quality Assurance in Hospitality & Tourism* that the business environment has made compulsory to value the guest and ensure that they are satisfied, which also helps in achieving the outcomes that have significant value and especially the satisfaction of tourism and hospitality is of utmost importance, but the growing awareness can make the difference between a company's failure and survival. Rajendran & Ryan and Huimin (2007), conducted a study and 941 respondents became the part of the process who had recently visited a Chinese hotel revealed that satisfaction of the guest was influenced by star ratings of the hotels. At all levels, however, respondents gave high ratings to housekeeping services like bed comfort and cleanliness. Shankar, Smith and Rangaswamy (2003), O'Neill and Mattila (2004), presented results from a study of 613 hotel guests which indicates that overall guest satisfaction regarding service recovery and service failure are supposed to be higher when they believe that service recovery is stable and failure is unstable. Moreover, guests prefer to return to those hotels where they believe that service recovery is stable and failure is unstable. Shankar, Tekle and Taylor (2003), stated there are various service attributes of the performance of service provider e.g. whether it takes shorter or longer than expected time to make a choice, and how easily the information is obtained about the service were found to be influencing the satisfaction of the customers in a study of customer satisfaction and loyalty in offline and online environment. Sufi and Singh's (2019), in his study stated in order to get the desired classification of the hotels, hotels should work upon areas like placing improving the quality of room decor, placing superior amenities in the guest room, placing superior furnishings, and recruitment of professional employees. Swiss Professor Kurt Krapf and Walter Hunziker (1942), who were pioneer amongst the study of tourism, explained the concept of tourism as "Tourism is the sum of phenomena and relationship arising from the travel and stay of non- residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. This study further gained support from Gillespie, Denison, Haaland, Smerek and Neale (2008), where they linked customer satisfaction and work culture in the organization and established that "service climate" or "climate for service" contributes toward customer satisfaction. Vargo and Lusch

(2004), found that it is often the services of the housekeeping department is the deciding factor which influences the satisfaction of the customer or its loyalty for a hotel organisation. Earlier hotel customers were associated with sales and revenue, but over the period of time the idea of a satisfied guest has taken significance going beyond the sales targets or financial figures. The “guest” has become the focal point, who directs the whole organisation. The focal point of the business has changed. This has led to a service -focused and consumer influenced orientation as the starter point to owe a larger market share in the hospitality industry. Weaver & McCleary (1991); Weaver & Oh (1993) & Callan & Bowman (2000), had declared cleanliness as the prime factor for guest satisfaction in their studies. Weaver and Oh (1993), got similar outcomes when he conducted his studies to find about the factors that are responsible for guest satisfaction. He mentioned comfortable mattresses and pillows, safety and security facilities, well-maintained rooms, cleanliness, good quality towels, personal care facilities and furnishings to be important determinants of customer satisfaction. But according to him laundry and room amenities failed to have significant effect towards the satisfaction of guests. Not much of priority was given to laundry and linen room.

RESEARCH METHODOLOGY

To carry out the research a structured questionnaire was designed and distributed among guests of five- star hotels of National Capital Region. Random sampling was done. Factor analysis and t- test was applied on data to find out the factors and gap respectively. For secondary data various journals and books were referred.

RESULT AND DATA ANALYSIS

	Factor 1 Flower arrangement and hotel entrance	Factor 2 Room cleaning & sanitation	Factor 3 Laundry services	Factor 4 Bedding & Mattress quality	Factor 5 Staff assistance and amenities
Quality of furniture					

Structural and Architectural Design of the Hotel					
Quality of furnishings (e.g. curtains, bed spread cushions etc.)					
Interior design done with high attention to detail					
Condition of wall and ceiling fittings					
Pressure and working condition of shower heads					
Space of Room					
Soothing and relaxing colour theme of hotel					
Lights with sensor					
Well- balanced flower arrangements with the decor and theme	0.859				
Flowers arrangements are helpful in the atmosphere in the hotel	0.844				
Attractive flower arrangements	0.815				
Revitalizing flower arrangements	0.754				
Exquisite and lavish hotel entrance	0.64				
Cleaning of Room		0.817			
Hygiene and Sanitation in the rooms		0.793			
Spotless and clean linen		0.745			
Comfortable and Cozy rooms		0.655			
Bathroom amenities(e.g. bathroom slippers, bubble bath, bath gel, moisturizer, shaving balm etc.)		0.568			
Efficiency of laundry staff			0.823		
Laundry Service			0.81		
Express Laundry Service			0.809		
Process of issuing laundry.			0.802		

Good quality of iron and iron board			0.642		
Choice of mattress (hard/soft/smooth/orthopedic				0.696	
Pillow Menu				0.655	
Interactive bathrooms with a diverse range of designer shower heads and faucets.				0.556	
Water leakage inside bathroom				0.542	
Guest amenities (e.g. hangers, shoe polish, stationary etc.)				0.537	
Staff is dedicated to assist in case of any queries					0.635
Trained and well equipped Staff with latest technology					0.553
Mini bar items					0.54
Approachable and friendly staff					0.509

Factor 1: Flower arrangement and hotel entrance This factor represents the quality of flower arrangements and the hotel entrance. Variables such as well-balanced flower arrangements with the decor and theme, flowers arrangements that contribute to the atmosphere in the hotel, attractive flower arrangements, revitalizing flower arrangements, and an exquisite and lavish hotel entrance have high factor loadings on this factor. This suggests that these variables are strongly associated with the flower arrangement and the overall impression of the hotel entrance.

Factor 2: Room cleaning & sanitation Factor 2 represents room cleaning and sanitation. Variables like cleaning of the room, hygiene and sanitation in the rooms, spotless and clean linen, comfortable and cozy rooms, and bathroom amenities contribute significantly to this factor. These variables reflect the importance of maintaining cleanliness and hygiene in the rooms to ensure guest satisfaction.

Factor 3: Laundry services This factor relates to laundry services in the hotel. Variables such as efficiency of laundry staff, laundry service, express laundry service, the process of issuing

laundry, and good quality of iron and iron board are associated with this factor. It indicates the significance of efficient and quality laundry services in enhancing guest satisfaction.

Factor 4: Bedding & Mattress quality Factor 4 represents the quality of bedding and mattresses. Variables like the choice of mattress (e.g., hard/soft/smooth/orthopedic), pillow menu, interactive bathrooms with a diverse range of designer shower heads and faucets, water leakage inside the bathroom, and guest amenities are related to this factor. This factor highlights the importance of providing comfortable bedding, a variety of pillows, and well-maintained bathroom facilities for guest satisfaction.

Factor 5: Staff assistance and amenities Factor 5 represents staff assistance and amenities. Variables such as staff dedication to assist in case of any queries, trained and well-equipped staff with the latest technology, mini bar items, and approachable and friendly staff contribute to this factor. It indicates that the behavior and helpfulness of the staff, as well as the availability of amenities, play a significant role in guest satisfaction.

These factors provide a structure for understanding the underlying dimensions related to housekeeping services and guest satisfaction in five-star hotels in India. Each factor represents a distinct aspect of the hotel experience and highlights the key variables contributing to that aspect. Analyzing these factors can help us to identify the factors that have the most significant impact on guest satisfaction.

CONCLUSION

Based on the data presented, it can be concluded that the respondents of this study are predominantly within the age range of 25 to 35 years old, with a total of 278 individuals accounting for 38.8% of the sample. This is followed by respondents below 25 years old, comprising 27.9% of the sample, and those aged between 35 to 45 years old, accounting for 26.5%. The remaining 6.8% are aged 45 years and above. In terms of gender, the majority of the respondents are male, comprising 73.5% of the sample. Meanwhile, females make up 26.5% of the total respondents. When it comes to education level, most of the respondents have completed their graduation, accounting for 54.1% of the sample. Post-graduation is the second most common level of education, with 37.2% of respondents having attained this level of education. Respondents who have achieved above post-graduation level education accounted for 8.2% of

the sample, while only 0.4% of the respondents have completed up to 10+2 level education. Regarding the occupation of the respondents, the majority are engaged in private service, comprising 43.0% of the sample. This is followed by individuals employed in government services, accounting for 26.8% of the sample. Professional individuals account for 15.2% of the sample, while those who are self-employed and others represent 9.6% and 4.5% of the sample, respectively. A small portion of the respondents (1.0%) is students. In terms of annual income, the majority of the respondents have an income of above 10 lakhs, comprising 44.2% of the sample. Respondents with an income of up to 5 lakhs account for 36.1% of the sample, while those with incomes ranging from 5 to 7.5 lakhs and 7.5 to 10 lakhs make up 9.1% and 10.6% of the sample, respectively. Regarding marital status, a significant portion of the respondents are single, comprising 58.2% of the sample. Meanwhile, married individuals make up 29.6% of the sample, while those who are married with children account for 11.6%. A small percentage of the respondents (0.7%) are separated. In terms of the purpose of visit, the majority of the respondents visited for leisure purposes, accounting for 55.1% of the sample. Business and official visits represent 20.1% and 21.6% of the sample, respectively. A small portion of the respondents (3.2%) visited for other reasons. Regarding the frequency of visit, the majority of the respondents visited the location once in six months, comprising 62.6% of the sample. Meanwhile, those who visited once in a month and twice in a month represent 22.6% and 5.6% of the sample, respectively, while only 9.2% of the respondents visited once in a week. In conclusion, the demographic profile of the respondents in this study provides useful insights into the characteristics of customers who are likely to use housekeeping services. The findings indicate that the majority of the respondents are young adults, with a significant portion being male, employed in the private sector, and have achieved higher education levels. These characteristics can be used to tailor housekeeping services to better suit the needs and preferences of the target market. The survey includes questions on cleaning, comfort, hygiene, linen quality, pillow menu, mattress choice, bathroom features, guest amenities, towel varieties, towel art, ironing facilities, and laundry services. Each question has a set of response options ranging from "Very low expectations" to "Very high expectations," and the number of respondents who selected each response is presented in the "Frequency" column. The "Percent" column indicates the percentage of respondents who selected each response option out of the total number of respondents who answered the question.

The various amenities and services that guests were asked about include cleaning of the room, comfortable and cozy rooms, hygiene and sanitation in the rooms, spotless and clean linen, pillow menu, choice of mattress, interactive bathrooms with a diverse range of designer shower heads and faucets, guest amenities, bathroom amenities, varieties of towels pertaining to specific needs, towel art, good quality of iron and iron board, laundry service, express laundry service, efficiency of laundry staff, and the process of issuing laundry. The data is presented in a tabular form showing the frequency and percentage of responses for each level of expectation for each amenity or service. The data can be used by hotel management to assess their guests' satisfaction levels and identify areas that need improvement.

The data suggests that the majority of respondents who have used housekeeping services in 5-star hotels in India are within the relatively young age range of 25-35 years. the majority of users of housekeeping services in 5-star hotels in India are male. The data shows that the respondents in the study were well-educated, with a significant proportion having completed post-graduate education. the respondents in the study were drawn from a diverse range of occupations, with the majority being employed in the private sector or in government services. The occupation of the respondents may have implications for their perceptions and attitudes towards housekeeping services and guest satisfaction, as their work experiences and professional backgrounds may influence their expectations and standards for service quality in hotels. These data suggest that the respondents in the study were drawn from a diverse range of income groups, with a significant proportion of respondents in high-income brackets. The majority of respondents are single. Leisure has come up as the most significant reason why people visit a five-star hotel. This information may have implications for their perceptions of housekeeping services and guest satisfaction, as guests visiting for leisure may have different expectations and priorities compared to those visiting for business or official purposes. For example, leisure guests may be more concerned with amenities and relaxation, while business guests may be more concerned with efficient service and a comfortable workspace. This highlights the importance of understanding the different needs and expectations of guests based on their purpose of visit when evaluating housekeeping services and guest satisfaction in five-star hotels in India. Guests who visit more frequently may have higher expectations and standards for housekeeping services compared to guests who visit less frequently. Additionally, guests who visit less frequently may have a more critical eye for cleanliness and maintenance issues as they are less familiar with the

hotel's overall upkeep. When rating the "Overall expectations towards the Housekeeping services of hotels," the majority of guests (60.0%) had very high expectations, followed by 34.7% with high expectations. Only 1.1% of guests had low expectations. The various variables that are considered were cleaning of room, laundry services, flower arrangement, towel art, guest amenities, bathroom amenities, minibar items, behavior of staff etc. The given data shows the results of a survey conducted on the guests of a hotel regarding the cleanliness, comfort, and quality of various amenities provided in the rooms. The survey includes multiple aspects of the rooms, such as cleaning frequency, comfort, hygiene, linen, pillows, mattress, bathrooms, guest amenities, towel varieties, laundry service, etc. For each aspect, the guests were asked to rate the quality on a scale of 1-5, where 1 is 'Very Bad' and 5 is 'Very Good'. The data is presented in frequency and percentage form. By analyzing the data, the hotel management can identify areas where improvements are required and take corrective actions to provide better guest experience in the future. Based on the received data, we can see that the majority of the guests are satisfied with the housekeeping services and amenities provided by the five-star hotels in India. In terms of the specific factors analyzed, here is a summary of the satisfaction levels:

- Structural and Architectural Design of the Hotel: Good and Very Good levels combined represent the highest percentage of responses (87.9%). Neutral level represents a moderate percentage of responses (10.5%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.7%).
- Interior design done with high attention to detail: Good and Very Good levels combined represent the highest percentage of responses (88.3%). Neutral level represents a moderate percentage of responses (9.3%). Very Bad and Bad levels combined represent the lowest percentage of responses (2.3%).
- Space of Room: Good and Very Good levels combined represent the highest percentage of responses (88.9%). Neutral level represents a moderate percentage of responses (9.9%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.3%).
- Quality of furniture: Good and Very Good levels combined represent the highest percentage of responses (89.0%). Neutral level represents a moderate percentage of responses (10.0%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.1%).

- Quality of furnishings (e.g. curtains, bedspread, cushions, etc.): Good and Very Good levels combined represent the highest percentage of responses (90.0%). Neutral level represents a moderate percentage of responses (8.5%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.6%).
- Soothing and relaxing color theme of the hotel: Good and Very Good levels combined represent the highest percentage of responses (87.3%). Neutral level represents a moderate percentage of responses (10.9%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.8%).
- Exquisite and lavish hotel entrance: Good and Very Good levels combined represent the highest percentage of responses (88.2%). Neutral level represents a moderate percentage of responses (10.3%). Very Bad and Bad levels combined represent the lowest percentage of responses (1.6%).
- Revitalizing flower arrangements: Good and Very Good levels combined represent the highest percentage of responses (84.8%). Neutral level represents a moderate percentage of responses (11.9%). Very Bad and Bad levels combined represent the lowest percentage of responses (3.4%).
- Flowers arrangements are helpful in the atmosphere in the hotel: Good and Very Good levels combined represent the highest percentage of responses (85.6%). Neutral level represents a moderate percentage of responses (12. 0%). Very Bad and Bad levels.

The conclusion also includes the mean and standard deviation of the expectations and satisfaction of the customers for various aspects of the hotel's services and amenities, as well as the gap between the two (expectations minus satisfaction), t-values, and significance levels. The aspects include cleaning, comfort of rooms, hygiene, and sanitation, amenities such as hangers, bathroom slippers, and fitness equipment, as well as structural and design elements such as lighting, space, and entrance. The table provides an overview of how well the hotel is meeting its customers' expectations in various areas and where improvements may be needed. Overall, it seems that most respondents had high to very high expectations for the various amenities and services provided in a hotel room. The data used in the analysis are highly suitable for factor analysis, as indicated by the high Kaiser-Meyer-Olkin (KMO) measure of 0.934. This suggests that the variables included in the analysis are appropriate for studying the underlying factors. The Bartlett's test of sphericity confirms that there is a relationship between the variables, further

validating the use of factor analysis in this study. After eliminating variables with low factor loadings, six factors were identified and named accordingly: Room Aesthetics and Design, Flower Arrangements and Hotel Entrance, Room Cleaning and Sanitation, Laundry Services, Bedding and Mattress Quality, and Staff Assistance and Amenities. The variance explained that these factors collectively account for 78.083% of the total variance in the data. This indicates that the identified factors capture a substantial portion of the underlying information and provide meaningful insights. Room Aesthetics and Design, the first factor, explains the highest percentage of variance (29.329%), emphasizing its significance in understanding the relationship among the observed variables. The subsequent factors explain a smaller proportion of the remaining variance. The identified factors represent the key dimensions or constructs related to housekeeping services and guest satisfaction in five-star hotels. They include factors related to the physical aspects of the room, the overall ambiance and entrance, cleanliness and sanitation, laundry services, bedding and mattress quality, as well as staff assistance and amenities. These factors provide valuable insights into the factors that contribute to guest satisfaction in the context of housekeeping services. Hotel managers can leverage this information to prioritize areas of improvement and align their efforts to meet guest expectations. Overall, the results of the factor analysis highlight the importance of considering multiple factors in providing satisfactory housekeeping services in five-star hotels. By focusing on room aesthetics, flower arrangements, cleanliness, laundry services, bedding quality, and staff assistance, hotel managers can enhance guest satisfaction and improve the overall guest experience.

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